



FOR IMMEDIATE RELEASE
April 16, 2010

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Media Advisory * Media Advisory *** Media Advisory**

Postage Stamps to the Rescue in Ocean City!

WHO: The United States Postal Service is working with DeGeneres and Halo, Purely for Pets, a holistic pet care company she co-owns, to promote the campaign and to bring greater attention to the cause. *Stamps to the Rescue* is the name of the promotional campaign created by the United States Postal Service to provide additional information about the stamps and pet adoption. This campaign includes posters featuring DeGeneres placed in post office across the nation and a new website — stampstotherescue.com. The stamps can be pre-ordered at usps.com/shop, stampstotherescue.com, by calling 1.800.STAMP.24 (1.800.782.6724), or by visiting your local post office on the stamp's *First Day of Issuance* (FDOI) on Friday, April 30, 2010.

The *Animal Rescue: Adopt a Shelter Pet* commemorative stamps feature photographs of five cats and five dogs taken by veteran stamp photographer Sally Andersen-Bruce. All ten animals were adopted from a shelter in New Milford, CT. Every year, 6 to 8 million cats and dogs enter animal shelters, and of that number, nearly half are euthanized. Although the problem seems overwhelming, the key to the solution is adopting a shelter pet when seeking a new companion and ensuring that the animal is spayed or neutered.

WHAT: On Friday, April 30, join the Ocean City Post Office, the Humane Society of Ocean City, Ocean City Officials, and the Ocean City Chamber of Commerce's Representatives for an official stamp unveiling and postmark cancellation on the stamp's release date at the Humane Society of Ocean City's no-kill animal shelter. The Humane Society of Ocean City is a private 501 (c) 3 non-profit organization and relies on donations for support. They offer a low-cost spay/neuter and wellness clinic and hold Humane Education seminars You can visit the shelter's website at: www.hsocnj.org.

WHEN: Friday, April 30, 2010
11:00 am -1:00 pm
Stamp Ceremony Promptly Begins at 11:00 am; immediately followed with the stamp cancellation inside the shelter's Education Room.

WHERE: The Humane Society of Ocean City
1 Shelter Road
Ocean City, NJ 08226

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Animal Rescue Adopt a Shelter Pet

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Featuring animals adopted from shelters